

Promotional partnership agreement

Policing TV & Policing Insight and techUK

Date of agreement: 18/03/2024

Parties: Policing TV & Policing Insight and techUK

Representatives: Rich Bailey (Policing TV & Policing Insight) and Georgie Morgan (Née Henley) (techUK)

Description of partnership:

This contra sets up the terms of agreement for an ongoing partnership between Policing TV & Policing Insight and techUK. The partnership aims at promoting the work of techUK and its members through Policing TV & Policing Insight to reach a broader policing audience on an ongoing basis.

The partnership will facilitate the exchange of educational and informational material from techUK members to Policing TV & Policing Insight.

Branding:

Policing TV & Policing Insight will be described as a “media partner” of techUK.

techUK logo, short profile, call to action and website link will be displayed in a callout box at the bottom of the content published by Policing Insight and on the Policing TV website.

The techUK logo is available [here](#).

Cross-promotion:

This agreement states that:

- **Policing TV** is committing to publishing content on a quarterly basis covering techUK's initiatives, publishing educational content and doing interviews with members to highlight the impact of techUK's support and work in the policing space.
- **Policing Insight** is committing to publishing quarterly editorial content from techUK that is within Policing Insight [editorial guidelines](#) eg indepth articles on policing/policing technology/services issues. If content does not fit the editorial guidelines as determined by our Editor eg if it is deemed promotional content of techUK/members, it can still be published but marked as a techUK ‘advertisement feature’
- **Policing TV/Policing Insight** will be invited to relevant techUK events.
- **techUK members** will be able to supply and/or create content with **PolicingTV** for their channels. This is a commercial opportunity and techUK members will be offered

a 10% discount rate – techUK will promote this offer through the relevant newsletters and website.

- **techUK members** will be able to benefit from a 10% discount off rate card for advertising or promotion booked with **Policing Insight** – techUK will promote this offer through the relevant newsletters and website – text to be supplied by Policing Insight.
- **techUK members** will be able to benefit from a one month free corporate subscription to **Policing Insight** for their organisation (subject to terms) – techUK will promote this offer through the relevant newsletters and website – text to be supplied by Policing Insight.
- **techUK** will include relevant Policing TV/Policing Insight content twice per calendar year both in the main techUK newsletter and the techUK Marcomms Amplifier.
- **techUK** will inform members of Policing TV/Policing Insight's AI programme in September 2024 (Policing TV/Policing Insight will in turn provide a 10% discount rate to techUK members)

Data:

Policing TV & Policing Insight will provide analytics on page views of any content published. techUK to provide trackable url links to be embedded in PolicingTV/Policing Insight content so techUK are able to track clicks on any links within content.

About techUK

techUK is the trade association which brings together people, companies and organisations to realise the positive outcomes of what digital technology can achieve.

With around 1,000 members (the majority of which are SMEs) across the UK, techUK creates a network for innovation and collaboration across business, government and stakeholders to provide a better future for people, society, the economy and the planet.

By providing expertise and insight, we support our members, partners and stakeholders as they prepare the UK for what comes next in a constantly changing world.

About Policing TV & Policing Insight

Policing Insight is the leading platform to keep up with the latest in progressive policing. It is where the global police and criminal justice community both consume and share knowledge, opinion and analysis. *Policing Insight's* subscription community consists of government, policing, third sector, academia and industry, all interested in working towards better policing outcomes.

Policing Insight content consists of news, opinion, research and analysis produced by our editorial team and over 1000 external expert contributors, delivered through articles and reports as well as the hugely valuable Media Monitor service. Media Monitor is a curated daily brief and searchable database of over 85,000 links to articles and reports from media and policing and criminal justice organisations.

PolicingTV is a video channel dedicated to the big issues in policing featuring discussion by key policing figures via interviews and panels. Tune in to PolicingTV!

Signed on behalf of **techUK**

Date18/03/2024.....

Name ... Georgie Morgan (Née Henley).....

Job titleHead of Justice and Emergency Services

X *Georgie Morgan*

Signed on behalf of **Policing TV & Policing Insight**

Date 25 March 2024

Name Rich Bailey

Job title Group CEO

X *RBailey*